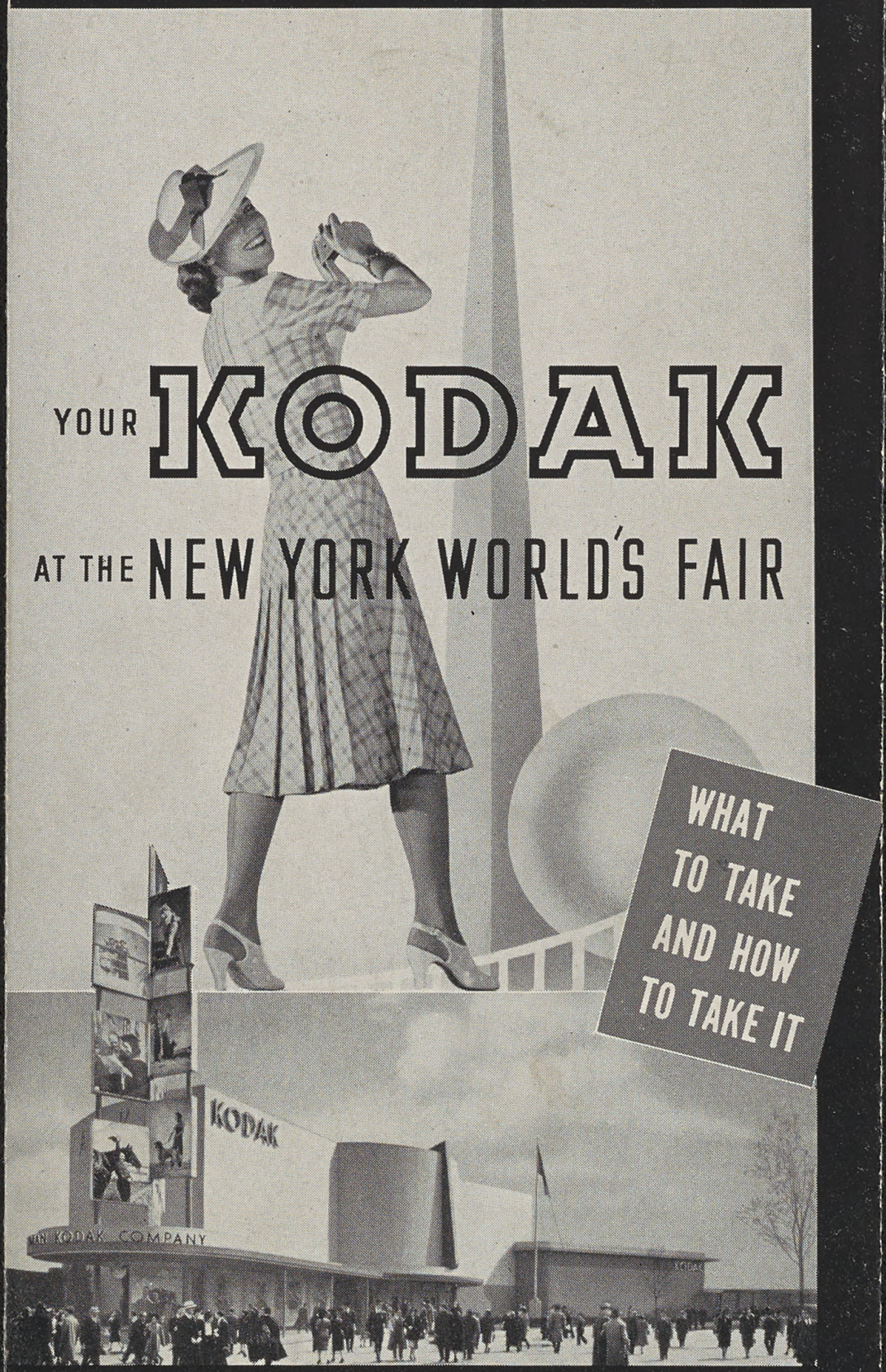


AT THE KODAK BUILDING... YOU WILL SEE THE GREATEST PHOTOGRAPHIC SHOW ON EARTH

Take Home the Wonders of the Fair in Snapshots You Make Yourself

PRACTICAL TIPS ON PICTURE MAKING

AS most everything at the Fair is light in tone, less exposure is required than for ordinary subjects. Follow these simple rules, and the exposure recommendations.

1. Hold camera *steady* and hold it *level* if you want vertical lines of buildings straight. *Odd angle* shots (obtained by pointing camera up or down) often make interesting studies.
2. Make judicious use of *horizontal* as well as *vertical* camera positions. A number of subjects are worthy of two or three shots from carefully chosen *different viewpoints.*
3. If subject is *back-lighted* use larger lens opening than if front-lighted. Be sure that *sun does not strike lens;* use Kodak Lens Hood, shade with hand, or stand so that some object intercepts rays of sunlight coming toward camera.
4. With folding cameras, on which lens may be focused, *set at 100-foot mark for general views* about the Fair. For nearby subjects, shift pointer to proper mark.

A *color filter* may be used to advantage to improve pictorial effects and by darkening sky tone will make white buildings, statues, and fountains stand out more vividly.

EXPOSURE SUGGESTIONS

With *box cameras* having two or more stop openings, make snapshots with *second stop opening* for subjects in full, bright sunlight. Also use second stop opening on Jiffy Kodaks. In *hazy sunlight* or where the subject is in the shade, on days of bright sunlight, use the *largest* stop opening.

With *folding cameras* use the 1/50 shutter speed at *f.*16 or the 1/100 at *f.*11 in bright sunlight. U. S. 8 is the same as *f.*11. Stop No. 1 is comparable to *f.*11 and Stop No. 2 is comparable to *f.*16. In hazy sunlight or with subjects in the shade, on bright days, use the 1/25 speed and a large lens opening.

These exposures are recommended up to *one hour before sunset with Verichrome* or *Panatomic-X Film.* When using *color filter* increase the time of exposures according to directions with your filter.

With Plus-X Film (for miniature cameras) 1/100 second at *f.*16 is right for practically all subjects in bright sunlight. For extremely *dull, gray days,* Kodak Super-XX Film has the speed you need. This very rapid film is *not recommended* for use in *bright sunlight* with cameras having but two stop openings.

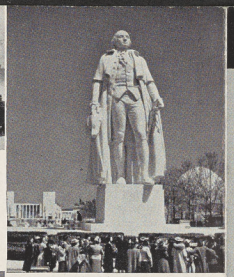
INDOOR EXHIBITS

There is sufficient light in many of the buildings to permit taking pictures indoors. Shutter speeds of 1/25 and 1/10, with *f.*6.3 and faster lenses, will yield good negatives on Kodak Super-XX Film. For exhibits in which there is no motion, short time exposures may be made with the slower lenses.

HIGH SPOT PICTURE SUBJECTS

There Are Hundreds More Awaiting Your Kodak

Fountains — Lagoon of Nations: You'll want to snap several of these from different viewpoints. To avoid people, shoot from the railing. A color filter can be used to advantage at the Fair; a deepened sky tone will provide contrast.



Statues—Bas Reliefs—Murals: Your picture story of the Fair would not be complete without shots of a number of the many fine statues and the bas reliefs on buildings. Try for a position that gives side lighting and if you have a filter use it to darken the sky around the statues.

Farms in Midst of Fair: Cattle, chickens, ducks, and sheep roam about in typical rural settings. Snap these, the windmill, and the dainty farmerettes. The rolling countryside is a huge cyclorama which blends realistically into the sky.

Motors and Railroads: Each of these exhibits is easily worthy of several pictures. Be ready to click off a few views of the Fair itself, from a height, if you take the auto ride provided at one of the motors buildings.

U.S.S.R.: The Soviet Pavilion presents much to picture aside from general views which may be taken from varied positions. The huge statue atop the pylon calls for a separate "angle" shot, as do the groups in front of each wing of this splendid building.

Eastman Garden: Interesting background settings are provided in the rear of the Kodak Building against which you may photograph your friends and relatives—by day or night. Don't miss the High Speed Photography Pavilion where you can take a picture in 1/100.000 second of a baseball crashing a pane of glass.

On Plaza of Light: This delightful waterfall is one of a dozen shots for your camera on the Plaza of Light. Directly opposite is another water subject, a series of lacy fountains against the curved blue facade of City of Light Building. People in the picture add to its interest and realism.

Pictures at Night

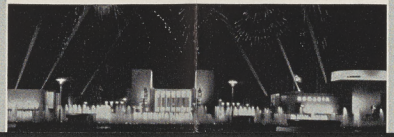
STRIKING night pictures may be made with any camera equipped for "time," placed on tripod or solid support.

Exposure depends on brightness of illumination. With Super-XX Film it will range from 10 to 20 seconds, with largest stop on Brownies, Jiffy Kodaks, and all single lens cameras. Use stop 16 with lenses so marked.

Exposure for night pictures here, 20 seconds for view at top, 10 seconds for view below, at *f*.16. Super-XX Film. Relatively shorter exposures may, of course, be made with relatively larger openings.

With ultra-fast-lens "miniatures," slow snapshots can be made.

For fireworks only, point camera toward display, open shutter, on "time"; after burst close it, wind film.



The Kodak Building: This interesting bit of the Eastman Building which shows the tower of giant size snapshots (eight by eleven feet), and the Trylon in the distance, was taken from Rainbow Avenue. There is also a good front view of the Building farther along the avenue... from in front of the Puerto Rican Pavilion.

Marine Transportation: This unusual building entrance makes good picture material. You can further accentuate the height of the prows of these "super-liners" by shooting from a low viewpoint. The use of a color filter, to deepen the tone of the sky, will improve the pictorial value of this subject.

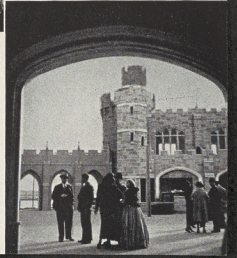
A Bit of Holland: This quaint, old world setting "on the Zuider Zee" is easily worth a couple of pictures. It is just over the bridge as you approach the Play Centre or amusement area. There are costumed Netherlanders and a typical Dutch fishing boat.

The Goddess Roma: Two hundred feet up—on Italy's Building. This snapshot made from Presidential Row, North, also caught one of the modes of transportation in the Fair. Your picture story might well include a few shots of such things.

Merrie Old England: One of several "villages" in the amusement area which are excellent camera subjects—even the entrances. Inside there is much to take of the life, customs, buildings, and scenes represented. In some, outdoor costumed plays and dances are given.

British Pavilion: In addition to "long" shots there are chances for closer studies of architectural details of many of the fine buildings. Don't miss the opportunities afforded by the French, Belgian, and United States Pavilions.

The Court of States: There is much to take here—states north, east, south and west are represented by beautiful buildings of dignified architecture. This picture was snapped across the reflecting pool toward Independence Hall.



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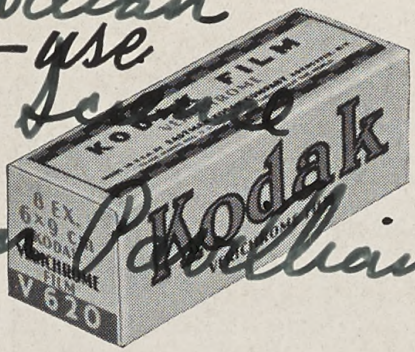
For Clear Sparkling Italy Pavilian Snapshots—use Christian Science Belgium Pavilian

KODAK VERICHROME the All-Round Film



DOUBLE-GUARD your snapshots of the Fair by using Verichrome—the double-coated film. Two sensitive coatings instead of one. One coating for dull light, another for bright light give Verichrome unusual picture-taking range. In sun or shade, bright days or dull, Verichrome Film protects your snapshots. It is the standard film used by thousands—beginners and experts.

KODAK SUPER-XX FOR NIGHT SHOTS

THIS film, made especially for night photography, is about four times as fast as ordinary film. It is fully panchromatic and has a special antihalation property. Super-XX is *the* film for your night pictures . . . also recommended for snapshots on extremely dull days.

KODACHROME FILM FOR GORGEOUS COLOR

THERE is much at the Fair to take in color . . . both day and night.

Kodachrome Film yields full-color pictures (transparencies) of amazing fidelity. It is available for the Kodak Retina and similar 35 mm. cameras, also for the Kodak Bantams and in cut sheets in standard sizes . . . also for 8 mm. and 16 mm Ciné-Kodaks.

No. 7750

EASTMAN KODAK COMPANY

KODAK BUILDING

New York's World's Fair 1939